

# Make Movement your Mission



Make Movement your Mission:  
sit less move (even) more

*X3 daily movement snacks since 23rd*

*March!*

*8am, Midday, 4pm (BST)*



Supporting people to move throughout  
the Covid 19 pandemic

10 weeks  
into our  
Mission:  
an  
evaluation

# Make Movement your Mission

- **Our Mission?** - to provide opportunities for our teachers and instructors to help their class and group members remain active throughout Covid 19
- **To Reach?** – people isolated and shielded and not able to get outdoors or access other online “copy me” opportunities for more mobile people
- **Why Movement?** – an inclusive term, a message to build in movement, reduce sitting time and do more everyday
- **The Mission?** – adding movements during each day that are above and beyond what you are already doing
- **Based on?** – the iCAN Calendar and research from Glasgow Caledonian University and others on sedentary behaviour and physical activity interventions and behaviour change techniques

# Make Movement your Mission



- Started March 23<sup>rd</sup> – now into 10<sup>th</sup> week of 3 x daily LIVE movement snacks on Facebook
- Each day at 8am, 12 noon and 4pm (join today!) 😊 10-15 minutes plus other ‘useful’ videos showing embedding of movements into everyday life indoors and out
- **Make Movement Your Mission Facebook link -**  
<https://www.facebook.com/groups/MakeMovementYourMission/>

Bex Townley was live.  
Admin - May 10 at 3:54 PM

Sunday 10th May 4pm movement snack of swaay n stretch + coordination, plus breathing!!



Bex Townley was live.  
Admin - May 5 at 3:55 PM

Tuesday 5th May 4pm movement snack - no chickens were harmed in the making of this video

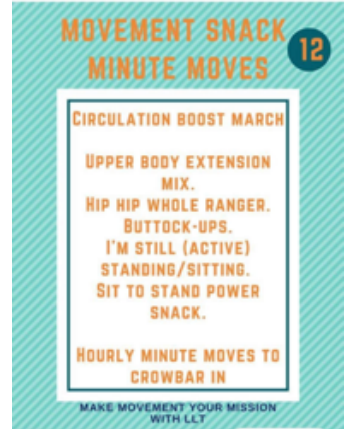


Bex Townley was live.  
Admin - May 2 at 11:55 AM

Saturday 2nd May - Noon day movement snack - you are ALL promoted to trio busters 🍷



EE WIFICall 12:08 72%  
Make Movement your Mi...  
move more... here's the menu



Debbie Lawrence and 11 others  
Interacting as yourself



EE WIFICall 12:20 70%  
Sue Newall and Morag Hammond commented on your post in Later Life Training (professional grou...



Interacting as yourself

THE CATCH UP COMMITMENT AWARD - ITS NEVER TOO LATE TO SNACK

**BEX TOWNLEY**  
LLT MOVEMENT SNACK MASTER CHEF

**DAWN & BOB**  
Later Life Training MMYM MASTER CHEF TEAM

laterLife training™

★★★  
MAKE MOVEMENT YOUR MISSION

**KEEP ON CROWBARRING**

www.laterlifetraining.co.uk



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Make Movement  
your Mission  
Headlines

2,813 members  
worldwide

(as of 27 May 2020)

Each snack: 40-60 people per live view  
Grows > 150-200 in hours and days following

>190 movement snacks  
>35 hours of additional movement minutes  
on top of usual activity

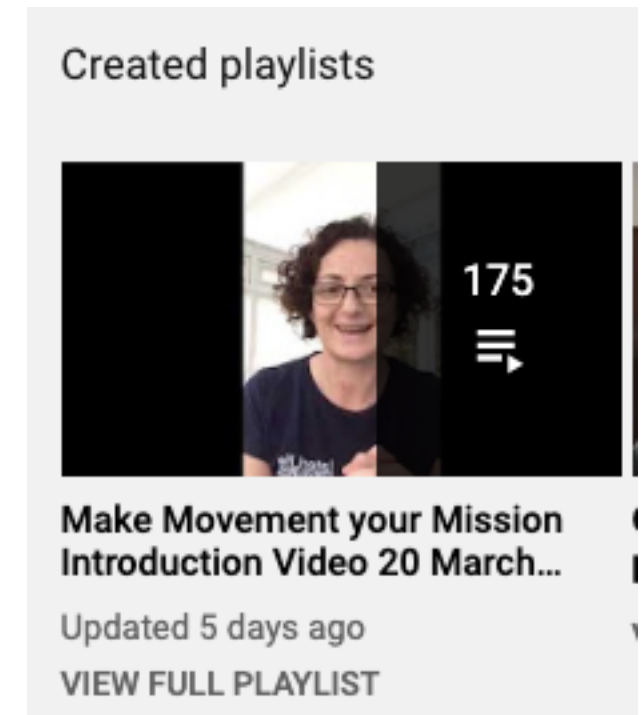
86%  
Women  
  
14% Men

# Make Movement Your Mission

- Started March 23<sup>rd</sup> – now into 10<sup>th</sup> week uploading FB Live videos and others
- Uploaded after FB Live finishes (until 17 May then 6 per week as too many videos!)

- **Make Movement your Mission YouTube Clips**

<https://www.youtube.com/playlist?list=PLePvUq4FvWu9uSwUK8YMwZIVjx1CKp8g>



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**Video 15 - Make Movement  
your Mission 27 March 4pm...**

161 views • 1 month ago



17:44

**Video 14 - Make Movement  
your Mission 27 March 12p...**

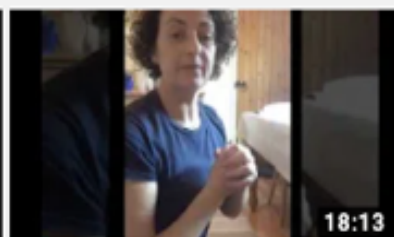
148 views • 1 month ago



16:46

**Video 13 - Make Movement  
your Mission 27 March 8am...**

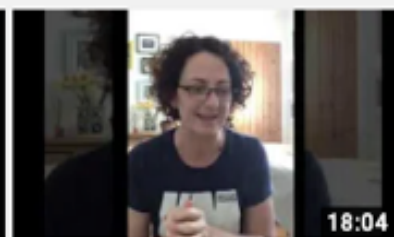
146 views • 1 month ago



18:13

**Video 12 - Make Movement  
your Mission 26 March 4pm...**

172 views • 1 month ago



18:04

**Video 11 - Make Movement  
your Mission 26 March 12...**

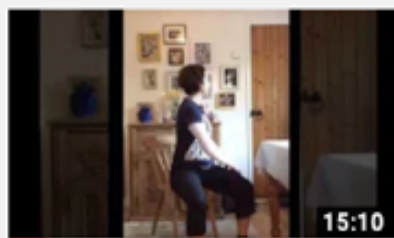
127 views • 1 month ago



14:43

**Video 10 - Make Movement  
your Mission 26 March 8am...**

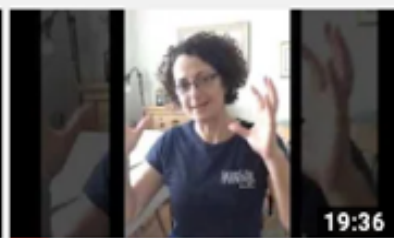
217 views • 1 month ago



15:10

**Video 8 - Make Movement  
your Mission 25 March 12p...**

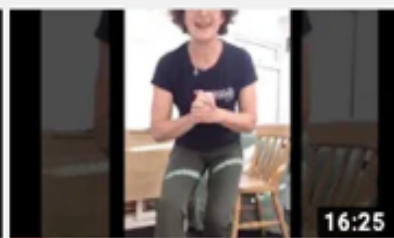
377 views • 1 month ago



19:36

**Video 7 - Make Movement  
your Mission 25 March 8am...**

377 views • 1 month ago



16:25

**Video 6 - Make Movement  
your Mission 24 March 4pm...**

247 views • 1 month ago



2:43

**Video 5 - Make Movement  
your Mission 24 March 12...**

280 views • 1 month ago



20:23

**Video 4 - Make Movement  
your Mission 24 March 8am...**

436 views • 1 month ago

**Video 3 - Make Movement  
your Mission 23 March 4pm...**

488 views • 1 month ago

**Video 2 - Make Movement  
your Mission 23 March 202...**

828 views • 1 month ago

**LLT iCAN Active Calendar  
Download Instructions**

650 views • 1 month ago

**Video 1 - Make Movement  
your Mission 23 March 202...**

2K views • 1 month ago



Make Movement  
your Mission  
Headlines



261 subscribers

(as of 27 May 2020)

17,904 views

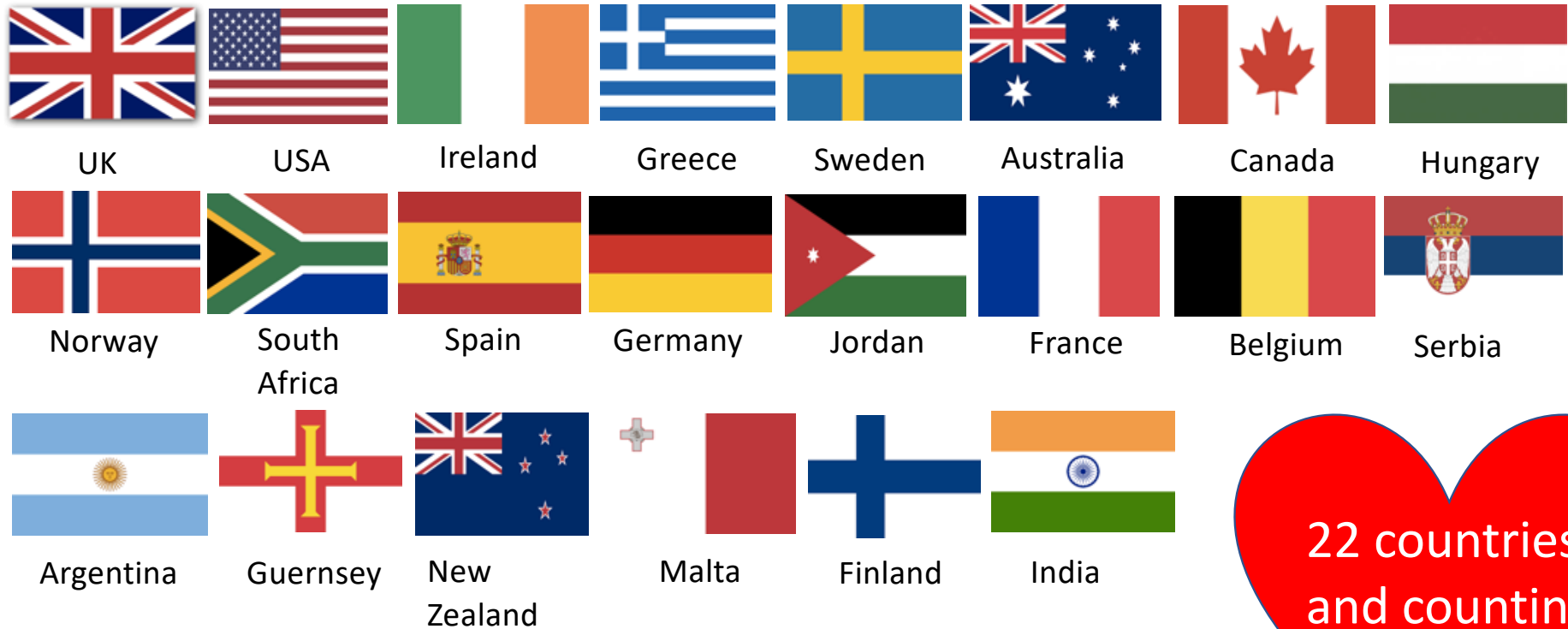
5,800 unique viewers

75% of viewers over the age of 65

82% Women  
18% Men



# Make Movement Your Mission




Wow surprised myself with progress checks Much better on the balances on foot in front touching back foot. Ankles beginning to feel strobger after only a week because I have been made more aware of how the ankle joint works because of these snacks. Thank you Bex.


6 h Love Reply  2


That was brilliant. Thank you so much Bex. You're amazing, as I can only manage the seated exercises, but you have such a fantastic way of making that an achievement. I've never felt so positive before now. I owe my daughter [redacted] Evans a huge thank you for letting me know about you. You've changed my outlook on life so much already. 🥰💕




6 h Love Reply  2






Bex's post

 [redacted] Just been introduced to your page, having looked at the two videos today, I have to say they are fantastic. I have arthritis and all replaced joints in lower limbs (hips, knees and ankles) and I need to sit down as ankles don't have the same flexibility as a normal person. I'm finding your videos great for my condition and similar to what my physio has taught me. Loving how you allow for those who can't stand. Can't wait till 4pm for my first live, thankyou x


3 m Love Reply  1


 Bex Townley



Write a comme...   





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 [redacted] I find you end up doing these little moves without consciously knowing it. It's only when you notice the strange looks you are getting that you realise you are doing it . (For you read me ) x

8 m Love Reply  1

 Bex Townley  [redacted] 🌟 that's a golden comment. When these movements become incidental/without conscious thought ... THAT is magic. 🏆

Just now Like Reply

 Write a comme...   

## PHYSICAL AND FUNCTIONAL HEALTH

Wow just finished my first week and feeling more agile already!

I can now get in and out of a chair without using my arms



My feet weren't hurting around the toes when I walked - as they did before I started doing your exercises

I have to hold on to my walking frame but I am doing the standing one today

After 2 weeks, upper and middle body mobility is better and neck stiffness decreased

I managed to get up from squat 2 times without support today 😊

My ankles are much more elastic

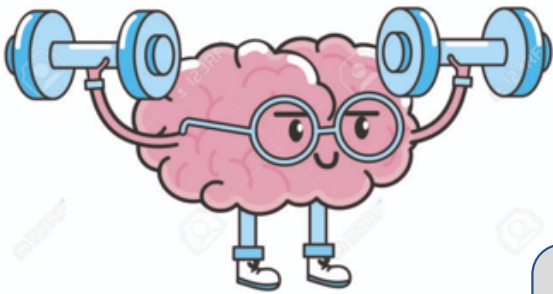
Found I could raise and lower ankle single legged - really feel stronger

I have found opening screw tops on jars and bottles is becoming easier

Thanks for being there for us and giving structure to our days

My sister and both join from different ends of the Country so we feel linked three times a day

It's a sense of community and a chat that goes along with it that makes it so pleasurable



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## FEELING CONNECTED AND WELL

Do not underestimate the value of these sessions for good mental health and emotional support

This is a good motivation to see another human being 'live' and get up!

Breaks the loneliness and great for the mind as well as the body

Feel more connected to the outside world when I join you LIVE

I'm here with my son who is on a long journey of recovery after an accident. He struggles with balance, strength and flexibility. He also has a short concentration span so these 10 minute snacks are perfect

I feel we are living from day today in uncertainty, it is wonderful to have such a certain and positive initiative

## HABITS AND BEHAVIOUR CHANGE

You subtly lay down a challenge and I feel I have to bend down and pick up

I was just sat reading the paper earlier and suddenly realised my toes and heels were going up and down

Will be crowbarring all these snacks in everywhere we can!

I find you end up doing these little moves without consciously knowing it

I observed that I did a small side bend when I filled the teapot. Takes the strain off the wrist

I'M A CREATURE OF HABIT... ALL THE BAD ONES



Plenty of mindful movement this morning whilst hanging out the washing, vacuuming and cleaning windows



## MOVEMENT LITERACY AND LEARNING

This is very educational. Can't wait to share these developments with my friends

I like that you relate the exercises to daily life, so I understand their importance

I learned back extension, what it is about and how to do it right

Makes me really think about my body each time I move now

I really like the way the movements are gradually increasing and the explanations that go with it, helping to improve all sorts of areas of the body

Thanks for making movement so interesting

Had no idea how important the ankles, feet and toes were to my walking and stability – pay special attention to them now

Its so nice to not just 'copy' an instructor but to learn so much more about the body and movement – thanks for answering my queries I have learned so much more about why its good to sit less move more

I now do a back extension every time I stand up after bending – I realise the importance of a strong back and good posture





Think I'm going to use your phrase for my classes, "Your pace is the right pace"

I love that you relate all moves to things people do in everyday life – I will try to implement this when I start up my classes again

I am finding the sessions great for my CPD



## INSTRUCTOR LEARNING

Amazing teaching!!!  
That is called:  
"Perfection in training"

Have learned from you some simple ways of 'crowbarring' in some additional homework – so vital for dose

Learning new exercises as it's been about 4 years since I did my qualification with LLT

you're so clear with the description of movement

Always learning to be a better instructor and these sessions are great for my learning

# LATER LIFE TRAINING LEARNING

- Importance of building online group cohesion over time
  - Sharing friendships, stories and jokes
  - Building relationships through interaction with instructors
  - Families and friendship groups sharing messages and referrals
- Provide IT support for newcomers to Facebook and YouTube
- Be proactive with education, personal guidance and advice
- Have additional resources in place to support
  - IT back up to filming
  - ICan Calendar
  - YouTube
- Upskill Later Life Training Tutors to deliver consistency
- Reach out at a time that's more suitable for an International Audience to join live !

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Make Movement Your Mission  
with Later Life Training

**SPECIAL  
INTERNATIONAL  
EDITION  
MOVEMENT  
SNACKS (3 IN 1)**

Date: Friday 29 May  
Time: 1am (BST)

Location: 'Make Movement your Mission' facebook  
group - please join in advance of this live  
broadcast.

Join us for x3 'live' 10 minute movement snacks  
delivering the 'sit less move more message' in 3  
themes; Mobility, functional strength & balance, sway  
and stretch.



*“I’m not always able to do the exercises in real time but I always catch up. I also love the chat and feel I am part of a community. Thank you. I am dreading 20th of April and do hope this initiative will continue beyond it”.*



We are! Later Life Training now have three tutors delivering on live snacks and once lockdown stops, we will continue with a series of live movement snacks and tasks for people to do between sessions

For more information about LLT



[www.laterlifetraining.co.uk](http://www.laterlifetraining.co.uk)

[info@laterlifetraining.co.uk](mailto:info@laterlifetraining.co.uk)

*Providing specialist, evidence based, effective exercise training for health and exercise professionals working with older people, frailer older people and stroke survivors*



Training Provider



PD:Approval Endorsed